

## Embargoed until April 1, 2016

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### **A colorful season lies ahead for The Rose** ***The Rose Theater's 2016–17 Season***

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(Omaha, NE) When Rose Theater patrons visit the theater's website on April 1, they will immediately notice an explosion of color, a preview of things to come in the 2016-17 season.

The Rose website has undergone a transformation -- and it is one that the theater believes is a reflection of its organizational values and the heart of what makes The Rose unique.

"The new website is full of vibrancy and color, and we believe that is exactly what people think about our theater. When you are at The Rose, everything is just so much more -- more colorful, more alive, more dynamic, more fun" says Rose marketing director Kori Radloff.

The launch of the newly re-designed website corresponds with the announcement of The Rose's 2016-17 season, a line-up which includes everything from cherished bedtime reading to modern pop-rock musicals, classic literature to innovative puppetry spectacles.

"We take pride knowing that The Rose is the place where children of all ages experience theater for the first time," says Rose artistic director Matthew Gutschick. "It is this sense of wonder that makes The Rose truly alive with magic and possibility."

Gutschick has crafted a season that offers a range of shows and activities that will engage children of all ages and open the lines of conversation for the entire family. Children will immediately recognize many of the characters on stage from their favorite storybooks, all with important life lessons to impart. Whether inspiring children to think creatively, to stretch their horizons, to face the world bravely or do a little self-reflection, Gutschick hopes the topics addressed in the 2016-17 season will encourage families to engage in thoughtful – and fun – discussions about the important issues children encounter on a daily basis.

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the  
**Rose**  
Performing Arts  
FOR CHILDREN AND FAMILIES

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“Theater for young audiences provides an opportunity to share values, desires and goals within a family by offering a chance to discuss concepts that may not be addressed every day, but, in fact, take place every day,” he says.

The 2016-17 season will continue to offer special opening night activities. Varying by production, on opening nights at The Rose, audiences may participate in unique interactions with the shows’ directors and creators, one-night-only activities and special refreshments served to opening night audiences.

The Rose will continue its series of audience engagement activities designed to highlight the themes or artistic components of each show in a fun and thought-provoking way. These will consist of interactive lobby activities, on-stage contests, photo opportunities and more.

The Rose’s long-standing tradition of post-show autographs and the Q&A session that takes place from the stage will both continue, giving children the opportunity to interact directly with performers. A noise-proof “Restless Room” with a live video feed of the show is available in a classroom off the lobby. Free booster seats are available to ensure even the smallest audience members have a great view of the show. Concessions will be available at the premium event shows.

For audience members with special needs, The Rose offers autism-friendly performances twice a year and sign language interpreted performances for one showing of each production. Please contact the Box Office for information on these dates.

The Rose’s new website will continue to provide information about upcoming shows and classes, as well as allow theatergoers to purchase tickets online. The site will now contain even more information about shows, including production photos, interviews with cast and crew members, videos from productions and more. Rose fans can keep up-to-date with the theater through the online blog. Parents and students can find information on class offerings through a robust section dedicated to helping users find the best educational opportunities for budding young artists.

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The theater's mainstage season will consist of nine main stage shows, including:

- *Goodnight Moon*
- *Shrek The Musical*
- *The Jungle Book*
- *Prancer*
- *The True Story of the Three Little Pigs*
- *Huck Finn*
- *Harold and the Purple Crayon*
- *Stellaluna and Other Tales*
- *Peter Pan*

Seven shows are included with Rose membership; non-members may purchase tickets for regular season shows for \$20 per ticket. The Rose's two premium event shows, *Prancer* and *Peter Pan* are \$27 main floor, \$22 balcony. Rose members receive a \$7 discount off the price of premium event tickets and \$2 off the price of the Hitchcock Pre-K Series.

In addition to the regular season shows, a show produced specifically for preschoolers will be presented in The Rose's smaller Hitchcock Auditorium. The Rose will present a charming tale about two mice determined to make it to the moon in *Mouse on the Move*. An original adaptation of Hans Christian Andersen's fairy tale, *Thumbelina*, adapted by Rose artist-educator Stephanie Jacobson will entertain the youngest audience members in January.

"Our entire organization is focused on helping young people ask meaningful questions about the world, and we encourage that curiosity to start at a very early age," says Gutschick. "We want all our audiences, no matter their age, to ask questions, to love being curious, and to experience the transformative power of live theater."

The Rose's 2016-17 season is sponsored by Children's Hospital and Medical Center and Nebraska Furniture Mart. Show sponsors include Mutual of Omaha, First National Bank, Hy-Vee, Kiewit Companies, Wells Fargo, Runza Restaurants, Kid Cuisine, Security National Bank, Baird Holm, the Nebraska Arts Council, the Nebraska Cultural Endowment and WOWT NBC Omaha.

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### ***About The Rose***

The Rose Theater is one of the largest and most accomplished children's theaters in the nation, with a reputation for enriching the lives of children and families through top-quality professional productions and arts education. In 2016, *American Theatre* magazine named The Rose one of the 20 top children's theaters in the United States. The Rose is committed to making the arts accessible to all children, providing opportunities for thousands of children throughout the community to attend shows and participate in classes each year. Over the course of a year, approximately 70,000 people attend the public performances held at the theater, and nearly 30,000 students attend field trip shows annually. The theater strives to introduce young people to a mix of both traditional favorites and ground-breaking original productions. A number of plays and musicals have made their world premiere on The Rose stage, including *Pete the Cat: The Musical*, *Sherlock Holmes & the First Baker Street Irregular*, *Zen Ties*, *Buffalo Bill's Cowboy Band*, and *The Grocer's Goblin & The Little Mermaid*. We take pride knowing that The Rose is the place where children of all ages experience theater for the first time, and we are dedicated to helping them appreciate theater for a lifetime.

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